

10.8 MILLION VISITORS

\$3.2 BILLION IN ECONOMIC IMPACT

\$70.4 MILLION IN TAX COLLECTIONS

24,000+ LIVELIHOODS SUPPORTED



EXPERIENCE SCOTTSDALE 2023 ANNUAL MEETING

Board of Directors

Chair Kate Birchler

Macerich

Vice Chair Joe Iturri

Caesars Republic Scottsdale

Scott Appelman

Rainbow Ryders Hot Air Balloon Ride Co.

Ronen Aviram

Hotel Valley Ho

Town Manager Andrew Ching

Town of Paradise Valley

Andrew Chippindall

Mountain Shadows

John Graham

Sunbelt Holdings

Stuart I. Graff

Frank Lloyd Wright Foundation

Sara Grauf

San Francisco Giants

Rebecca Grossman

Scottsdale Area Association of Realtors

Jody Hardwood

Grace Hospitality

Sherry Henry

Tourism Development Commission

Ryan Hibbert

Riot Hospitality Group

John H. Holdsworth

Xclusive Enterprises

Mike King

Gammage & Burnham

Todd LaPorte

HonorHealth

Brandon Maxwell

M Culinary Concepts

Jack J. Miller

Fairmont Scottsdale Princess

Kelley Moreton

Four Seasons Resort Scottsdale at Troon North

Erik Moses

Fiesta Bowl

Leo Percopo

JW Marriott Scottsdale Camelback Inn Resort & Spa

Michael J. Reina

Southern Glazer's Wine & Spirits

Dennis E. Robbins

Scottsdale Charros – The Charro Foundation

Councilwoman Anna Thomasson

Town of Paradise Valley

City Manager Jim Thompson

City of Scottsdale

Matthew Vandegrift

Sanctuary Camelback Mountain, a Gurney's Resort & Spa

Councilwoman Solange Whitehead

City of Scottsdale

Dr. Gerd Wuestemann

Scottsdale Arts

Tourism Development Commission

Chair Sherry Henry

Grace Hospitality

Jeanne Alspaugh

Protravel International

Anna Mineer

High Impact Promotions & Events

Chris Montgomery

Fiesta Bowl

Sally Shaffer

Hilton North Scottsdale at Cavasson

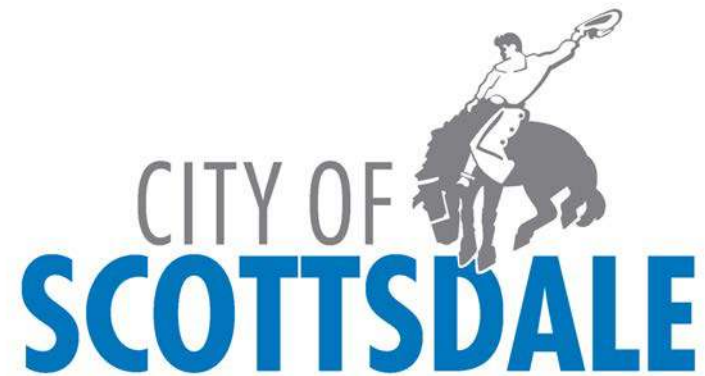
Jesse Thompson

Benchmark Global

Community Partners

CITY OF SCOTTSDALE

Mayor David D. Ortega
Vice Mayor Solange Whitehead
Councilwoman Tammy Caputi
Councilman Tom Durham
Councilman Barry Graham
Councilwoman Betty Janik
Councilwoman Kathy Littlefield



TOWN OF PARADISE VALLEY

Mayor Jerry Bien-Willner
Vice Mayor Scott Moore
Councilmember Ellen Andeen
Councilmember Christine Labelle
Councilmember Julie Pace
Councilmember Mark Stanton
Councilmember Anna Thomasson



Community Partners

Arizona Hispanic Chamber of Commerce

Arizona Lodging & Tourism Association

Arizona Office of Tourism

Blue Zones Scottsdale

Community Celebrating Diversity

One Community

McDowell Sonoran Conservancy

Scottsdale Area Chamber of Commerce

Scottsdale Arts

Scottsdale Charros

Scottsdale Coalition of Today & Tomorrow

Scottsdale Community College

Scottsdale Leadership

Scottsdale Sister Cities

Copper Sponsors

Access



GAMMAGE
&
BURNHAM
Attorneys at Law



Silver Sponsors



Gold Sponsors



Platinum Sponsor

Medieval Times®
DINNER & TOURNAMENT



On average, for every **\$1** spent on advertising, Experience Scottsdale generates **\$116** in visitor spending and **\$4** in state and local tax revenue.

Exposed to Advertising

41% more likely to view Scottsdale as a “good place to start a business”

Visited Scottsdale

36% more likely to view Scottsdale as a “good place to start a business”

**Exposed to Advertising &
Visited Scottsdale**

74% more likely to view Scottsdale as a “good place to start a business”

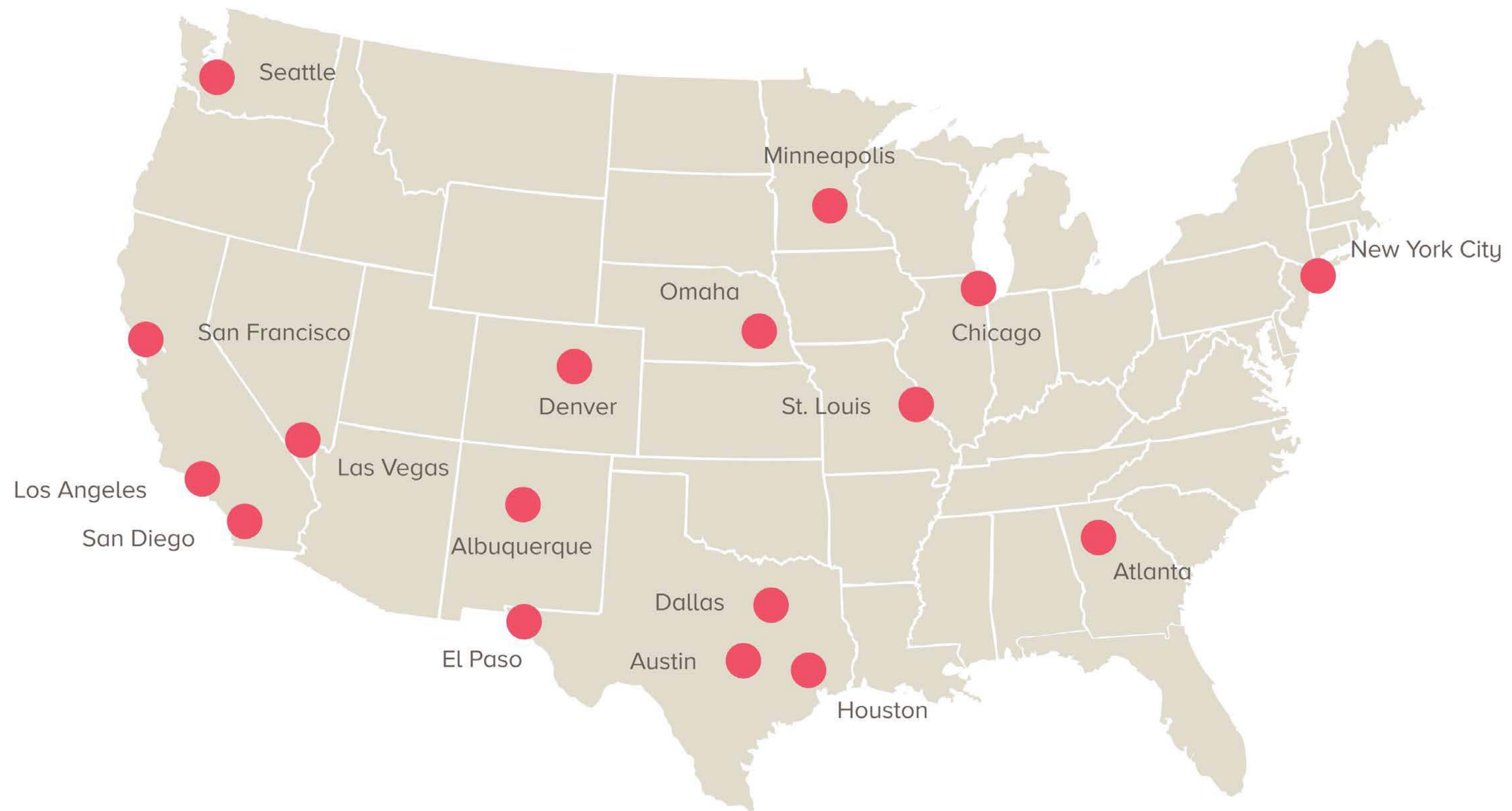


EXPERIENCE

SCOTTSDALE

Advertising Awareness Lift

Must-see destination	+ 17	Interesting cities	+ 12
A fun place for vacation	+ 11	An exciting place	+ 19
Lots to see and do	+ 20	Beautiful scenery	+ 7
Interesting local people	+ 12	Good for sightseeing	+ 12
Great downtown	+ 12	Unique vacation experience	+ 10



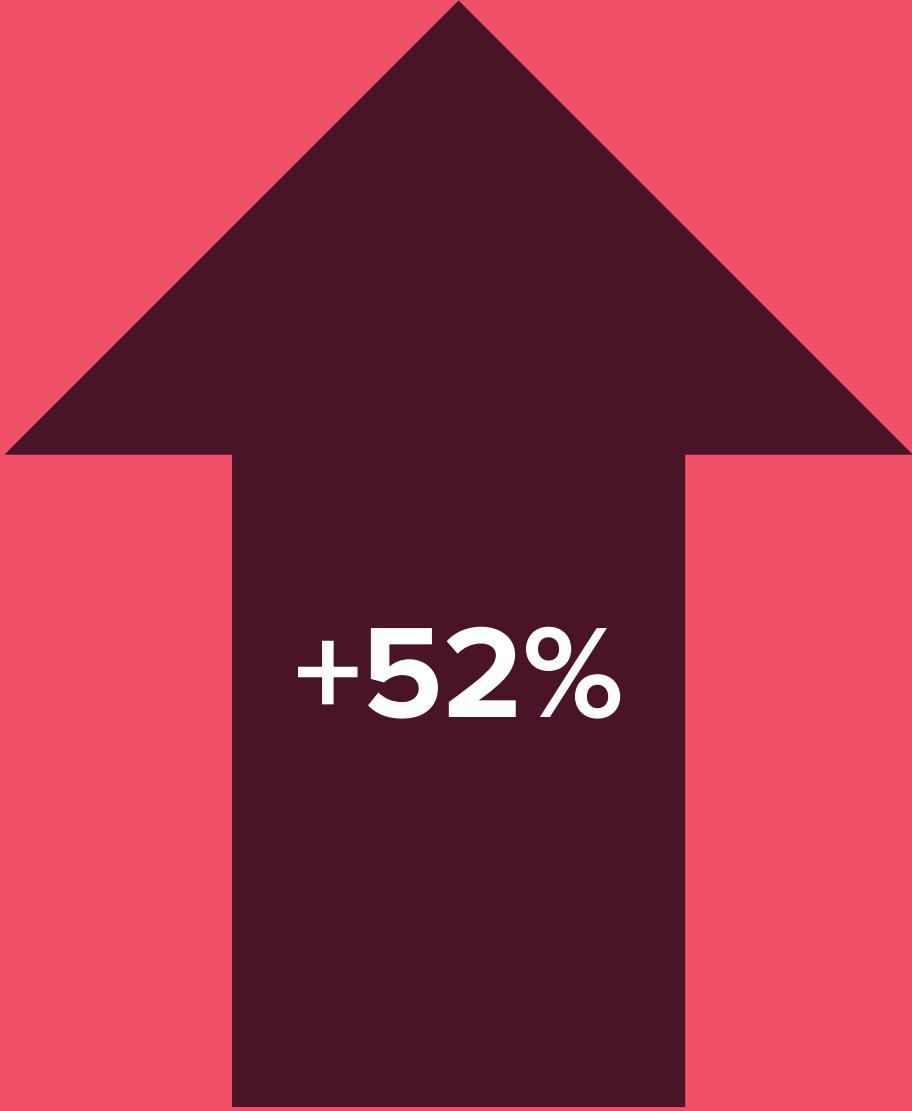
339 million

traditional advertising impressions

127 million

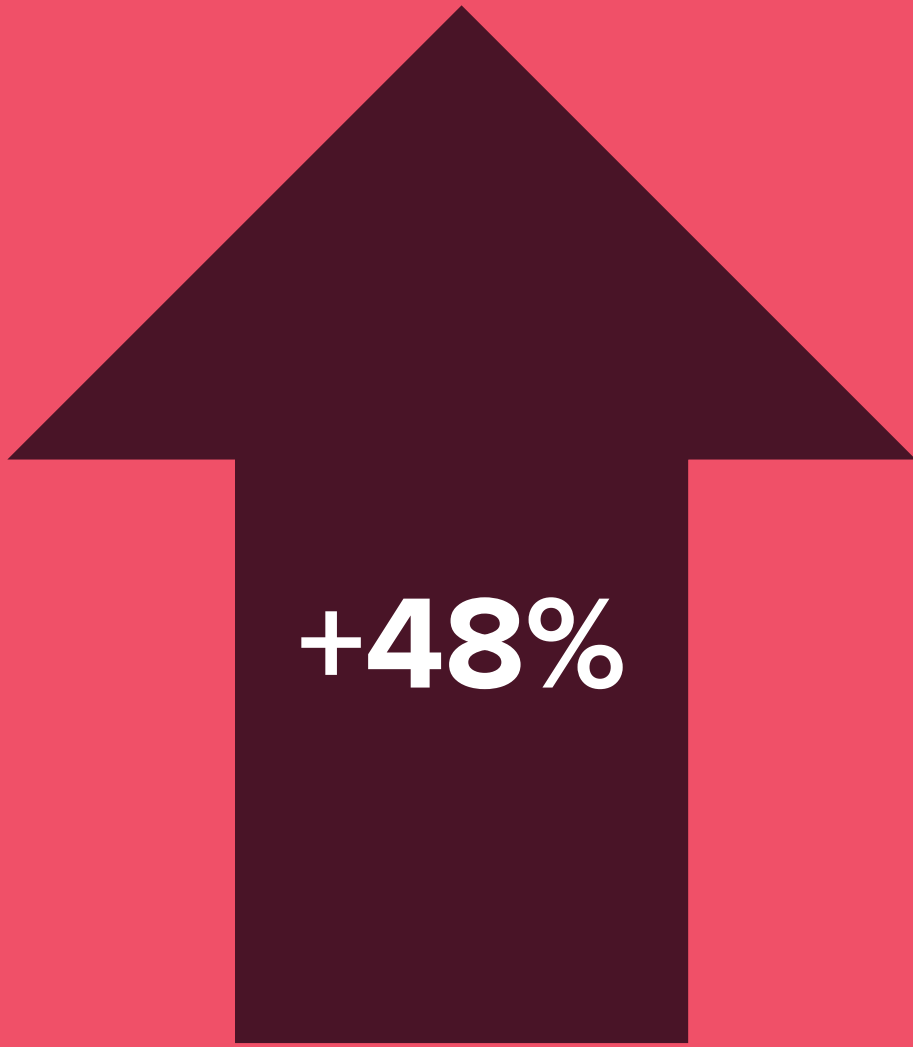
digital advertising impressions

Hopper Deal Drop

A large, dark red arrow pointing upwards, centered on the left side of the image. It has a wide base and tapers to a point at the top.

+52%

FALL

A large, dark red arrow pointing upwards, centered on the right side of the image. It has a wide base and tapers to a point at the top.

+48%

SPRING

Visitors | Meetings | Travel Professionals | Media | Community | Members

SCOTTSDALE

ARIZONA

LOONIE LOVE HOME | SPECIAL OFFERS | EVENTS | STORIES

🔍

📍

Chat with Us

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LOONIE LOVE

Hey, neighbour! Ready to add a little sunshine to your life? Scottsdale has everything you need for a memorable warm-weather getaway. And to show your loonies a little love, we've pulled together special deals and fun experiences that include all the best Scottsdale has to offer — outstanding resorts and spas, championship golf and more outdoor adventures and activities than you can shake a hockey stick at.

So, grab your sunscreen, ditch the toque and join us in Scottsdale. We'll save you a seat by the pool!

HOT LOCAL OFFERINGS

— Discover the best ways to stay, play and save —

SPECIAL OFFERS

EVENTS

EXCEPTIONALLY SCOTTSDALE

PURE VACATION INSPIRATION

— Your insider's guide to a great getaway —

THINGS TO DO

Your insider's guide to exploring Scottsdale like a local

Top Things to See & Do in Scottsdale

Read More

The Best Resort Spas in Scottsdale

Read More

Dine Like A Local

Read More

Top 5 Ways To Explore Scottsdale's Sonoran Desert

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Budget-Friendly Golf Courses

Read More

EXPLORE ARIZONA

Easy day trips from Scottsdale to Arizona's top attractions

Day Trips from Scottsdale

Read More

Things to do at the Grand Canyon

Read More

10 things to do in Sedona

Read More

Discover Arizona's Wild West

Read More

PLANNING YOUR TRIP

Getting to Scottsdale has never been easier

Resort Guide

Read More

Great Ways To Get Around Scottsdale

Read More

Travel Guide and Maps

Read More

What to Pack

Read More

Travelling Tips & Safety

Read More





623 airings

22 regional sports networks

80 million households

2.4 million domestic overnight visitors

\$6.6 billion in statewide economic impact

\$100 million in charitable contributions

2.9x more spending than traditional visitors

10 Christmas Hotels that Bring the WOW to a Festive Holiday Getaway

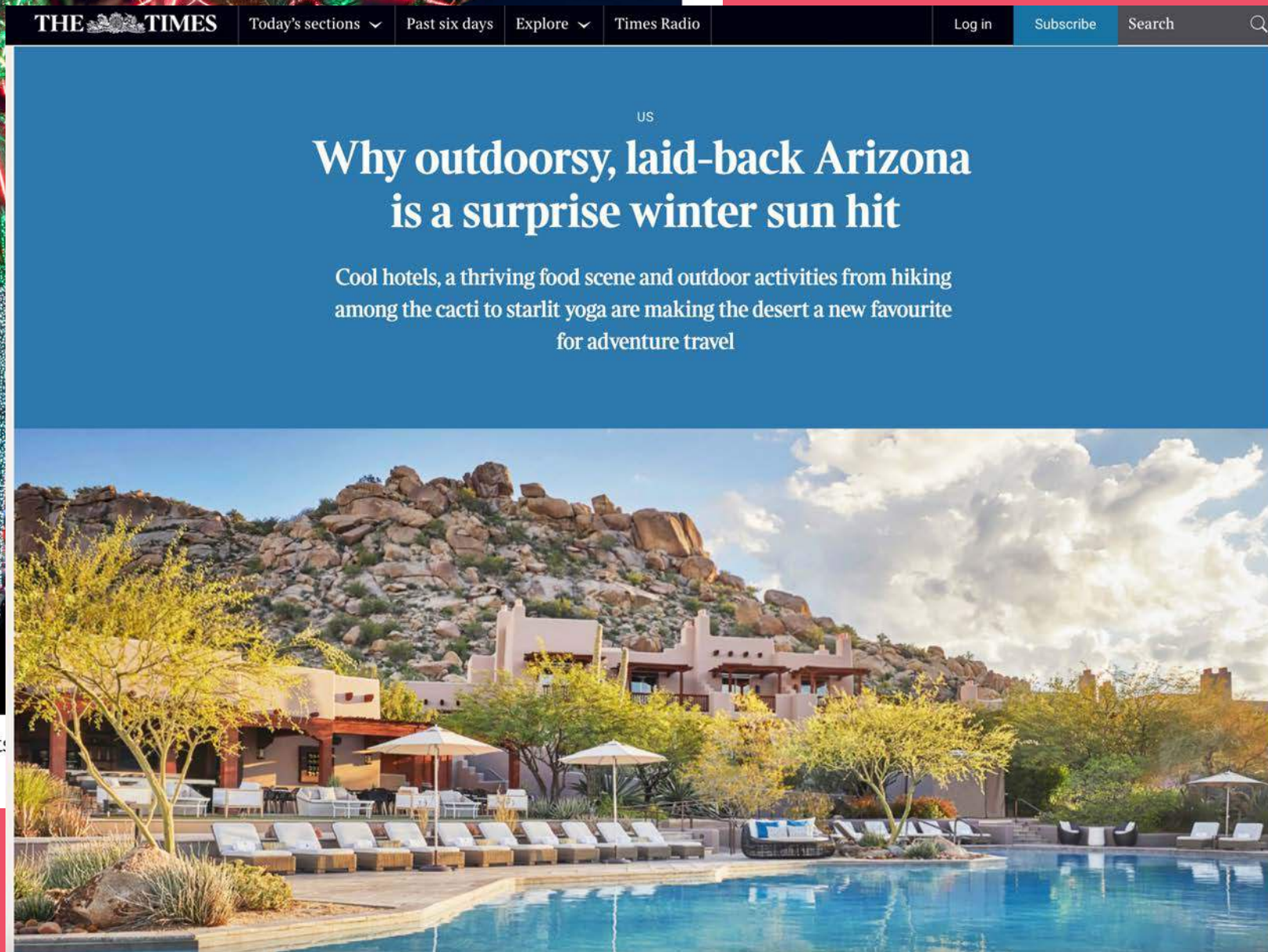
Kendra Pierson, Updated October 13, 2023

Home / Great Stays / 10 Christmas Hotels that Bring the WOW to a Festive Holiday Getaway

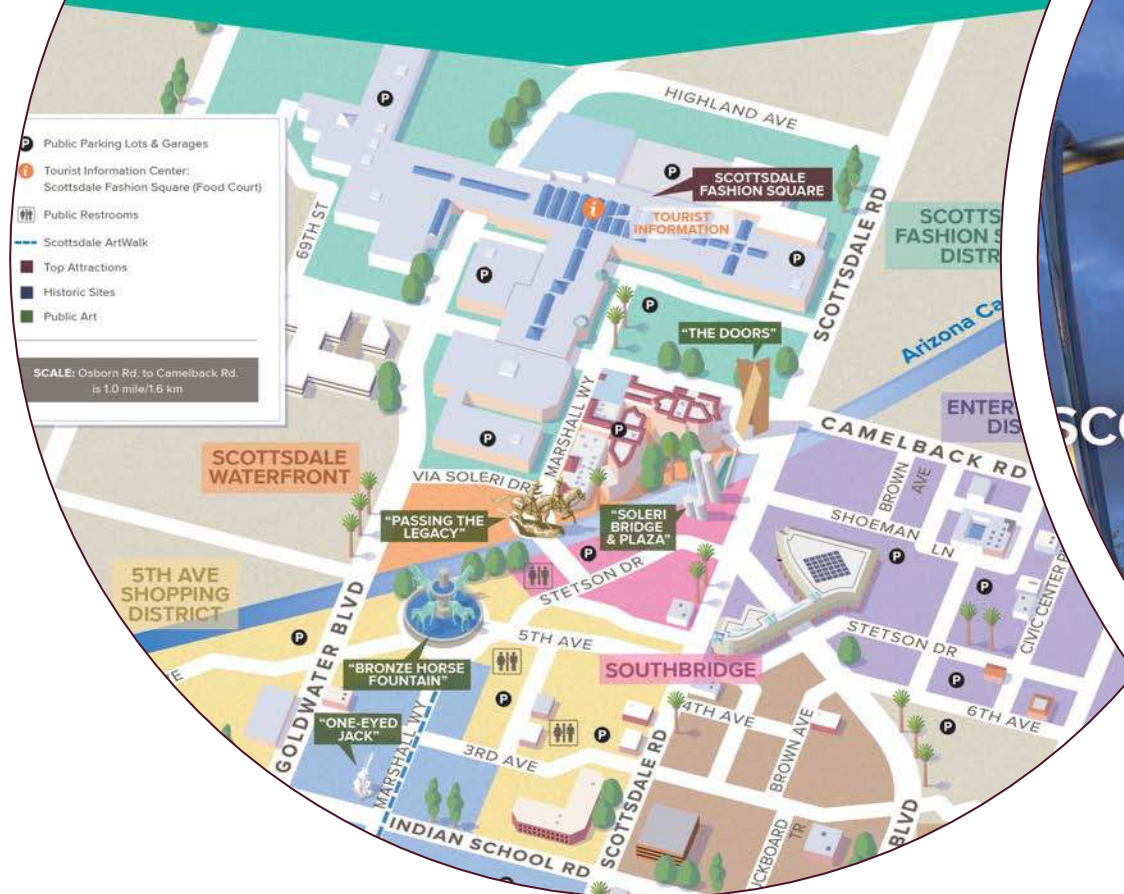
Disclosure: This post contains affiliate links. If you click through and buy, SheBuysTravel may receive a small commission at no additional charge to you.



The tree lighting ceremony at the Fairmont Scottsdale Princess



ART IN OLD TOWN



THE ART GUIDE

YOUR INSIDER'S GUIDE TO EXPLORING
SCOTTSDALE'S VIBRANT ARTS AND CULTURAL
SCENE IN OLD TOWN AND BEYOND



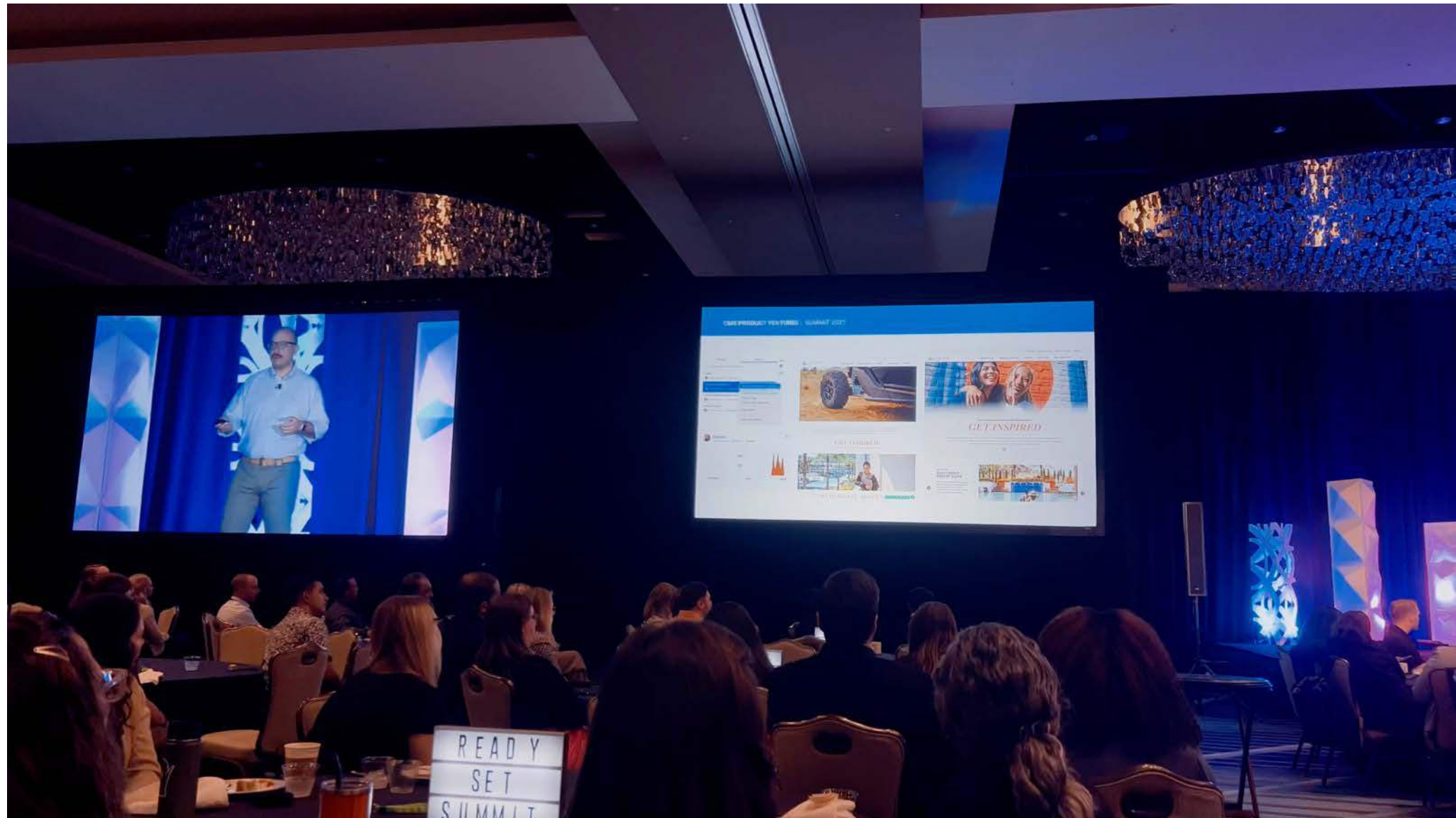
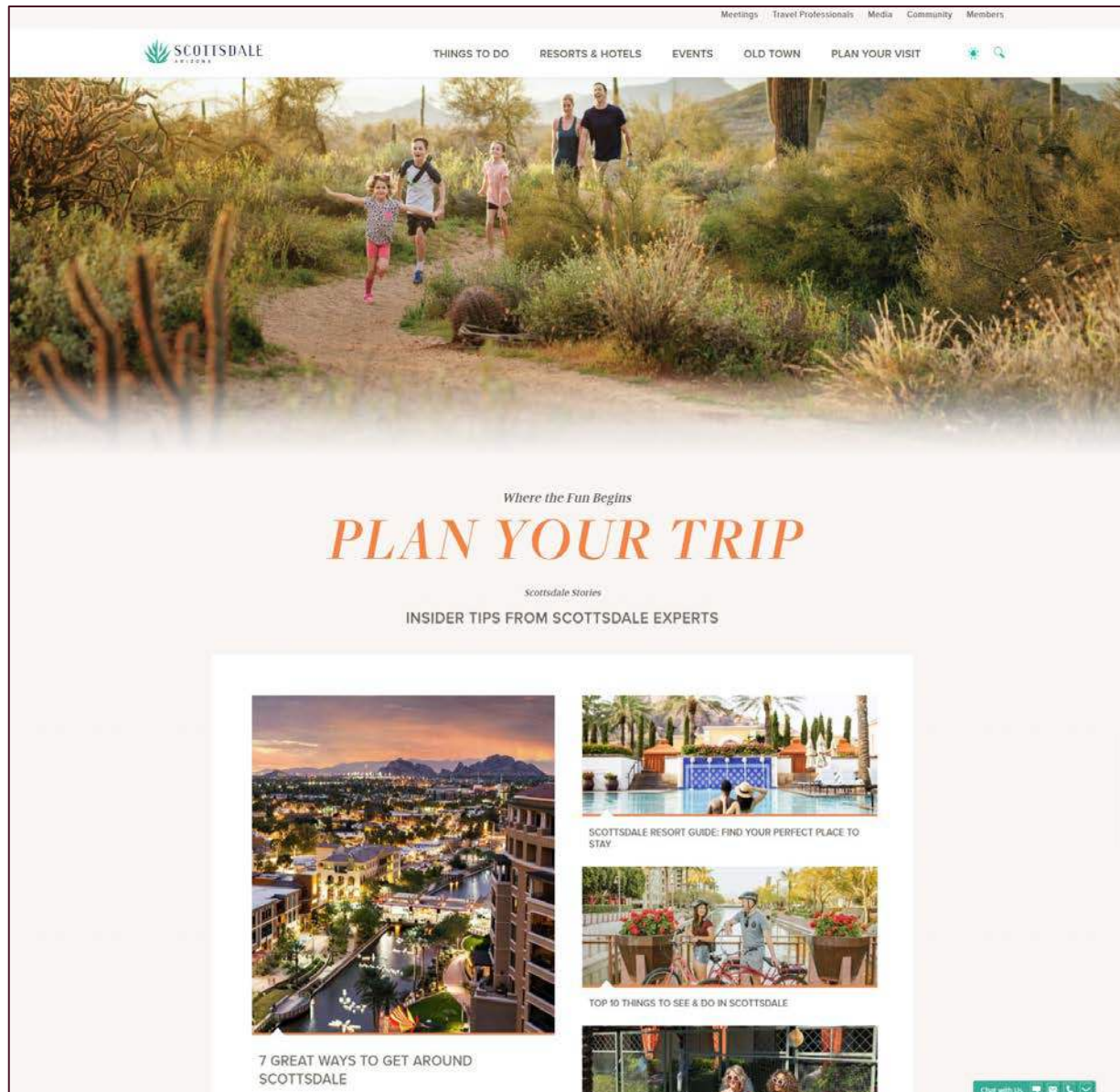
The galleries of the Old Town Arts District stay open during ArtWalk. This leisurely, go-at-your-own-pace experience offers demonstrations and live entertainment. It's the perfect opportunity for browsers and buyers alike – to wander in and out of galleries and see the creative process in action.



ARTWALK
Don't be shy! Scottsdale's galleries are welcoming to all, from casual browsers and beginners to seasoned collectors. Ask questions, explore new styles and mediums, and immerse yourself in the ArtWalk experience.

Make an Evening of It
The Arts District is home to several outstanding restaurants, including Virtu Honest Craft, The House Brasserie, Craft 64, Old Town Tortilla Factory, ZuZu and Selva – perfect for enjoying a nice meal before gallery hopping!

Sample Art
The taste of art is in the air.





Maritz Global Events



Year-Over-Year Lead Growth







“The last few days were a whirlwind of great experiences, flavors, sights and adventures, and I loved it. It was a brilliant way to showcase your gorgeous destination. As I sat in the airport waiting for my flight home, I jotted down at least four different story angles.”

Freelance Writer

1,624
media assists

1,577
media hits

6.6 billion
in circulation

A large red circular graphic is positioned on the left side of the slide, partially cut off by the edge.

“Last year was my first Customer Advisory Board, and I was blown away. I walked away with that same feeling this year. It’s very easy to put Scottsdale at the top of our sourcing list when we see how passionate your team is about it.”

Customer Advisory Board Member

48% sourced Scottsdale resort in past 3 years

74% expect meetings attendance to increase

56% expect to plan more meetings

53% expect meetings budgets to increase

602

bookings

179,570

definite room nights

\$107 million

future economic impact



2022 Destination Partner of the Year

HelmsBriscoe

Distinctive Achievement Award Winner

Association Conventions & Facilities

U.S. DMO Partner of the Year

HPN Global

CVB Professional of the Year

Meetings Made Easy



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“I had such a great time getting to know the city of Scottsdale. I have clients arriving today and have given them a laundry list of things to do. Thank you for providing such a valuable resource and your expertise!”

Virtuoso Travel Advisor

640

Virtuoso clients

21

countries

3

immersion webinars

\$1.3 billion in statewide economic impact

103,000 out-of-state visitors

91.4% 4-night occupancy in Scottsdale-area

\$4.6 million in value from ESPN broadcast





Community Well-Being

Outdoor Pursuits

Culture & Creativity

**Placemaking &
Entertainment**

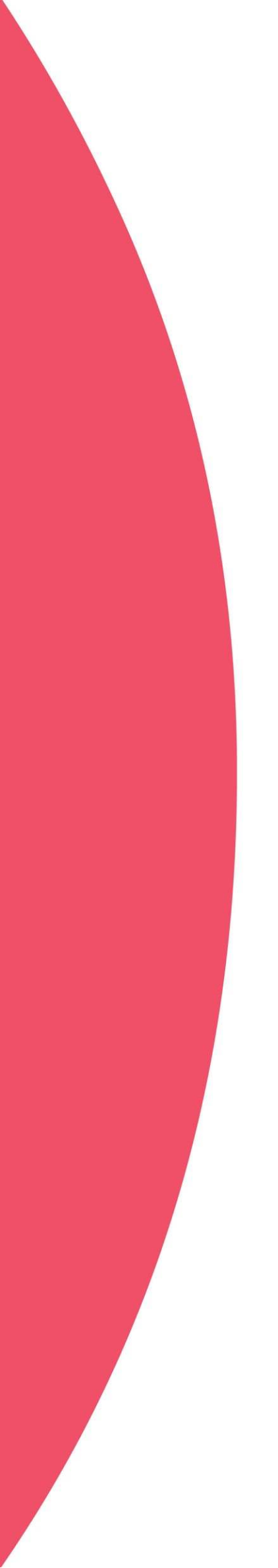
Festivals & Events

Sports Tourism

Meetings & Events

**Travel & Hospitality
Advocacy**



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“My team attended this training, and we all felt it was extremely valuable. I think this is a crucial area to educate employees on to enhance their awareness on LGBTQIA+ issues. Thank you to Experience Scottsdale for putting together such a great session!”

Experience Scottsdale Member





[Meetings](#) [Travel Professionals](#) [Media](#) [Community](#) [Members](#)

 [THINGS TO DO](#) [RESORTS & HOTELS](#) [EVENTS](#) [OLD TOWN](#) [PLAN YOUR VISIT](#)  



Eco-Friendly Travel

SUSTAINABILITY IN SCOTTSDALE

Thanks in no small part to our unique and delicate Sonoran Desert ecosystem, Scottsdale's hospitality community is committed to sustainability. Explore all the ways local businesses embrace both tried-and-true and innovative new practices to lower their impact on the environment and help our guests do the same. Because the best vacations are the ones that make you feel great and that you feel great about!



Scottsdale Stories

INSIDER TIPS FROM SCOTTSDALE EXPERTS

[Chat with Us](#)     



EXPERIENCE SCOTTSDALE 2023 ANNUAL MEETING



Olivia Fierro
Emcee



EXPERIENCE SCOTTSDALE 2023 ANNUAL MEETING



Kristin Heggli

Hotel Valley Ho



Kerry Schulman

Ronald McDonald House Charities
of Central & Northern Arizona



EXPERIENCE SCOTTSDALE 2023 ANNUAL MEETING



Stuart Graff



Fred Prozzillo

Frank Lloyd Wright Foundation



EXPERIENCE SCOTTSDALE 2023 ANNUAL MEETING



Brandon Maxwell

M Culinary Concepts



Hillary Bryant

Waste Not



Chance Cozby

The Thunderbirds



EXPERIENCE SCOTTSDALE 2023 ANNUAL MEETING



THANK YOU!